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**Second Semester MBA Degree Examination, June/July 2013**  
**Macro Business Environment**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any THREE full questions from Q.No.1 to Q.No.6.**  
**2. Q.No.7 and Q.No.8 are compulsory.**

- 1** a. What is external environment of business? (03 Marks)  
 b. "Inflation is a necessary evil". Discuss. (07 Marks)  
 c. Make a detailed SWOT analysis of Indian economy. (10 Marks)
- 2** a. What is globalization? (03 Marks)  
 b. What is business cycle? What are its various phases? (07 Marks)  
 c. Define national income. What are the problems faced in measuring national income in a country like India? (10 Marks)
- 3** a. What are the objectives of monetary policy? (03 Marks)  
 b. Discuss the growth of road transport in India. (07 Marks)  
 c. List out the highlights of India's Foreign trade policy 2009-14. (10 Marks)
- 4** a. What is Fiscal policy? What are its instruments? (03 Marks)  
 b. Diagrammatically enumerate the structure of Indian banking system. (07 Marks)  
 c. Briefly enumerate the major thrust areas of human resource development. (10 Marks)
- 5** a. What is technology transfer? (03 Marks)  
 b. Explain the growth and role of public sector enterprises in India. (07 Marks)  
 c. Mention the types of price indices. What price index is followed in India to measure inflation in India and why? (10 Marks)
- 6** a. Bring out the role of agriculture in economic development of India. (10 Marks)  
 b. Enumerate briefly the problems and prospects of SSI's in India. (10 Marks)
- 7** a. You are one of the major domestic retailers. In terms of business strategies it is either positive or negative graph when the Walmart or any other big players directly enter FMCG sector in India. What actions could be taken by the major retailers? (05 Marks)  
 b. Major outsourced BPO/KPO companies in India get major outsourcing work comes from USA. However when Mr. Barack Obama's government restricted the outsourcing work to other countries like India. Major chunk of the outsourcing business is lost. Suggest alternative strategies. (05 Marks)  
 c. Suppose you are a manager at a strategic business unit of an organization. How do you make use of the information on various macro-economic indicators while taking strategic product-development decision? (05 Marks)  
 d. If the new government of Karnataka announced review of some of the policies introduced by the previous government. As a business management student critically analyse the change in the political environment and its impact on business. (05 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
 2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

**8 Case Study :**

In an ambitious move (April 2013) to reach out to millions of farmers (small), 60 agribusiness companies have formed an alliance that would focus on providing a wide range of services, such as creating farmer's co-operative, improving bank financing, refurbishing warehousing facilities, ensuring availability of watershed management services and revamping dealer's network for inputs and equipments such as seeds, fertilizer and pesticides.

Ten anchor companies, including Jain irrigation systems, Tata chemicals, Godrej Agrovvet Nuziveedu seeds and Mahindra, will be supporting the joint private sector initiative creating value for 20 million small farmers by 2020 through a series of interventions for increasing productivity and farm income.

The group has started work and as many as 60 companies deputing 100 senior managers for co-ordination. The private group is slated to meet the planning commission to discuss its work as the commissions 12<sup>th</sup> five year plan objective of stimulating agriculture and allied growth is similar to the objective of this agribusiness alliance.

**Questions:**

- a. Why Indian agriculture is not able to grow on its own? (05 Marks)
- b. What is the purpose of this corporate alliance? (05 Marks)
- c. What results you foresee with such corporate initiatives? (05 Marks)
- d. What further alliances you suggest to join hands to make this initiative a successful venture? (05 Marks)

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